

CHILDREN'S MAGAZINES IN HINDI FROM '70 to '80

—SURENDRA VIKRAM

The *Hindi—Comics* started its publication from Delhi in 1971. It was published every month and its editor was Shri Nazir Syed. In keeping with its name, this magazine was published in off-set in the form of comics. Because of children's craze for comics, the magazine sold well. Children used to read it with avid interest. One story used to be published in detail in this magazine with illustrations. The price of the magazine was 60 paise inspite of its good paper and quality printing. The magazine was closed down in 1975. It meant the end of a publication of merit.

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POEM

"Go on sowing the seeds of ideas,
Someday or the other
They will bear flowers and fruits.
They look like tiny saplings now,
Someday or the other

Will turn into a banyan tree.

(Banarasi Das Chaturvedi)

(Bal Darshan)

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Special thoughts on Child Education

The same year the *Mahabali Comics* was also published from Delhi. It was also a monthly publication, and was very similar to the *Hindi Comics*. Edited by Shri Surendra Suman, it was priced 75 paise. The publication was done in off-set with an attractive get-up. In 1972, Shri Pradip Shankar Mishra, became its new editor. Its price continued to be the same as during Shri Surendra Suman's time. It became a favourite with children during Mishraji's editorship. Each issue had a print order of nearly 4,800 copies. This magazine also stopped its publication in 1975 along with the *Hindi Comics*.

In 1972, Shri Pradip Shankar Mishra published another children's magazine named *Nagram* along with the *Mahabali Comics*. It was a monthly magazine published from New Delhi. Its price was 75 paise. It was a very good children's magazine and it is a pity that its publication was stopped during its infancy.

In 1972, a magazine named *Bachche Aur Ham* started its publication under the editorship of Dr. Masta Ram Kapoor 'Urmil'. It was also a monthly magazine for children and its price was 75 paise. Dr. Kapoor is an experienced children's writer. He has been decorated with the title of doctorate for his research work on children's literature. Therefore, it is absolutely natural that a standard children's magazine should have been published under his editorship.

The publication of this magazine was of a very high quality. Approximately 950 copies of the magazine per issue used to be published. The greatest drawback of this magazine was that it was not reaching the children. Occasionally it was seen

in some book-stalls. That is why it could not be popular among children, but it contained healthy writing in keeping with the child's psychology. The magazine has ceased being published for a long time.

In 1972, the publication of a monthly children's magazine, named *Chamacham* was started from Lucknow. This magazine is approved/prescribed by the Director of Education (Basic), Government of Uttar Pradesh, for the libraries attached to all the primary schools in Uttar Pradesh. Children are given special encouragement to write in *Chamacham*. In India, there is no other children's magazine, doing this kind of work.

The greatest attribute of *Chamacham* is that every year, in its November issue, only the writings by children, along with their pictures, are published. Its editor, Ghanashyam Ranjan is a skilled and experienced children's writer. He makes a successful experiment in it with his pragmatism and child-psychology. The writings in this magazine are published in bold types, which find a good favour with children.

In *Chamacham*, poems, stories, titbits and puzzles are given a prominent place. The column "Bhaiya ki Baaten" contains the views of the editor. For the last sixteen years, the publication of *Chamacham* is a matter of pride for child-journalism. This magazine has had continuous support from writers like Dr. Prakash Manu, Dr. Amar Singh, Shivcharan Chauhan, Badri-prasad Verma "Anjaan", Premchand Gupta "Vishal", Bhagwati Prasad Dwivedi, Kalim Anand, Surendra Vikram etc. The price of one issue of this magazine of 32 pages was one rupee and that of the annual Rs. 12, but of late, the price of one issue has been raised to Rs. 2 and that of the annual to Rs. 24. This magazine is capable of highlighting the talent, hidden in children and children's literature has many

expectations from it.

In 1973, the publication of a monthly magazine for children named *Guruchela* was started from Delhi. This magazine acquired a good reputation in the world of children's literature under the editorship of Srimati Usha Kumari. Its price was 75 paise. Writings finding favour with children, used to be published in this magazine with an attractive get up. Approximately 2,000 copies of every issue of the magazine used to be published. For a long time now, this magazine has not been seen.

The same year, from Delhi itself, the publication of a monthly magazine for children, named *Hansati Duniya* was started. Published on behalf of Sant Nirankari Mandal, Delhi, this magazine is simultaneously printed in Punjabi and Hindi. This magazine, published for the intellectual development of children, is approved by the Directorate of Education, Delhi, for schools libraries. This magazine is published in an attractive manner with a nice get-up, but the editor does not give his special attention to the selection of writings. Apart from poems, stories and articles, "Sabase Pahle," "Dr. Uncle Ke Uttar," "Kabhi na Bhoolo", "Kya Aap Jaante Hain," "Padho Aur Hanso," "Rang Bharo Pratiyogita," "Aap Ka Patra Mila" etc. deserve a mention among the prominent columns of this magazine.

This magazine has its unique significance from the view-point of child-journalism. According to one statistic, its 2,200 copies per issue had been published in 1976 and its price was one rupee twenty five paise. Thereafter, its circulation figures went up continuously. 3,205 copies in 1977; 3,249 copies in 1978; 3,559 copies in 1979 and 3,741 copies in 1980 had been published. December, 1983 was the tenth year of the regular publication of this magazine. At that time, the price per copy was one and half rupees and that of the annual was

as Rs. 15. The magazine is being published even now from Delhi. Kishore Daniel, Kamal Saugani, Rajendra Kumar Chaturvedi, Prem Kishore Patel "Prem", Devraj Chhabra, Jasbir Madaan, Surendra Vikram deserve a mention among its prominent writers.

The publication of *Gudiya* from Madras, a non-Hindi area, in 1973, is a matter of happiness for the lovers of Hindi. Its editor is Mrs. Vijaya. Its get-up is very much similar to that of the *Chandamama*. This magazine publishes mostly religious and mythological stories. Some stories are published in serials. Confined as it is to the stories of ghosts and Baitals, it is read less by children and more by their guardians. Mostly, stories published in it are under pen names or the names of writers are not mentioned at all. Poems have been published very rarely in the *Gudiya*. It seems the editor works on the assumption that children do not like reading poems.

So far as the sales of the *Gudiya* are concerned, they compare well with the *Chandamama*. Statistics say that the *Gudiya* has got the upper hand. 19,147 copies of each issue used to be published in 1974. Its price was 90 paise. In 1975, its price increased from 90 paise to one rupee-twenty five paise. Its circulation figures increased day by day. In 1975, 25,203 copies; in 1976, 27,252 copies; in 1977, 31,272 copies; in 1978, 31,563 copies; in 1979, 33,742 copies and in 1980, 37,191 copies per issue used to be published. On account of its links with a commercial organisation, the magazine has nice printing and an attractive format, but there does not appear to be any novelty in writings. The editorial view not being a balanced one, one gets bored reading the same kind of ghost stories, written in weather-beaten style.

In 1973, the publication of a monthly magazine for children, named *Kishore-milind* was started from Delhi. Shanti

Prabha Aggarwal is mentioned as the editor of the magazine. According to one statistic, its price was one rupee in 1974, and approximately 2,000 copies per issue used to be published. In 1975, its popularity was touching the skies. That year, 2,758 copies per issue had been published and the price for a single copy was one rupee ten paise.

The magazine progressed by leaps and bounds under the editorship of Mrs. Aggarwal. Healthy and interesting material, useful to children, used to be published in it in a greater number. Sometimes, humorous, satirical writings were also given a place in it. *Kishore-milind* has a place, worth a mention, in the field of child-journalism. The magazine has been closed for a long time now.

That very year, the publication of a magazine for children named *Bal Bandhu* was started from Lucknow. It was a monthly magazine and its editor was Mustaq Pardesi. Apart from Pardesi, the names of Mirza Safiq Beg, Yogendra Nath Bhargava and Prabhakar Awasthi also used to be published as on the editorial board. This magazine soon acquired a good place in the hearts of children on account of its attractive format and interesting materials. Prominent columns published in it were "Rochak Kahanian," "Khel-Kood ki Baaten," "Majedaar Gappen," "Anokhi Baten," "Majedaar Chutkale," "Gyan Vigyan," "Pahelian" "Samachar" etc.

In the *Bal Bandhu*, clear and attractive blocs in adequate numbers, used to be attached to the published writings. The price per copy was 60 paise and its annual subscription was six rupees. Among its prominent writers, the names of Premchand Vishal, Mustaq Pardeshi, Yogendra Nath Bhargav, Kumari Upma Singh, Prem Chayali, Vivek Chatterji, Javed Lakhanavi, Vinod Chandra Pandey "Vinod" etc. deserve a mention. After being published for

nearly seven years, it closed down in 1980.

In June 1973, the publication of a monthly magazine for children, named the *Shaktiputra* was started from Delhi. Its price per copy was one rupee and the annual subscription inclusive of its specials, was rupees ten. Stories, articles, inspiring events, memoirs etc. used to be published in it. Sometimes, poems were also given a place but poems were not published regularly. Most of the writings in the *Shaktiputra* were meant for adolescent groups. The writings of Narmada Prasad Khare, Balkavi Bairagi, Rajendra Singh Bedi, Banarasi Das Chaturvedi, Dr. Ramji Mishra, Ramnarayan Upadhyaya etc. used to be published in it. This magazine was influenced by Rashtriya Swayam Sewak Sangha. It stopped being published after nearly ten years.

In 1974, the publication of a magazine for children named the *Pyara Bulbul* was started from Bapunagar, Jaipur. It was a monthly magazine for children and its editor was Shri A. A. Anant. Its price was 90 paise. It was a magazine liked by children. Approximately 1,000 copies per issue used to be published.

We have mentioned this fact even earlier that there has been an acute dearth of humorous satirical writings in children's literature. Whatever work has been done in this direction has amounted to a proverbial "drop in the ocean". Keeping in view the dearth of humour satire, the publications of a magazine for children, named the *Lallu-Panju* was started in 1975 under the guest editorship of Shri K.P. Saxena, a famous writer of humour-satire. It was a monthly magazine for children and its annual subscription was ten rupees. It carried the names of Shri Pradip Prakash and V. Kumar as editors.

In the beginning, despite its common format, this magazine had been published in an attractive manner. As a result, it got

full cooperation from famous writers of children's literature. Among its prominent writers, the names of K.P. Saxena, Hari Ram Vishnoi, Surya Kumar Pandey, Shyam Kumar Das, Krishna Vihari Awasthi, "Navin", Rashtra Bandhu, Rabindra Nath Pathak etc. deserve a mention. As per one figure, in 1978, only 2,145 copies had been published, but in 1979, its popularity grew and as a result, its circulation figures went up. Cartoons stories and cartoon tit-bits used to be given a prominent place in it. It had made a creditable place for itself in the field of child-journalism, but due to paucity of funds, its publication stopped, which is sad.

In May 1974, the publication of a monthly magazine for children, named the *Shavak* was started from New Delhi under the joint editorship of Anju Bajaj and Dr. Sarojini Pritam. In its inaugural issue, Sarojini Pritam had written a letter to the children:

"The first issue of the *Shavak* is in your hands. We have published this magazine after proper planning. We have definite objectives behind it. It is necessary to give entertainment to today's children and to acquaint them with the modern world. Several magazines are published for children. You should see it for yourselves how much distinct the *Shavak* is amongst them."

Really, the editor had published the *Shavak* in an attractive format and with useful materials and pleasant pictures, altogether different from those of other children's magazines. Its price per copy was one rupee and the annual subscription fee was eleven rupees. In the *Shavak*, stories dealing with character-building and offering entertainment, old and new stories, scientific and mythological stories and stories full of mysteries and suspense, and simple songs for children used to be published. Every month, reviews of children's books

also used to be published in the *Shavak*. Its complete illustration and format was done by Manik Pandey. It has had, since the beginning, the cooperation of famous and respected writers. In its inaugural issue, the writings of well-known writers like Krishen Chander, Rajendra Awasthi, Yashpal, Lakshmi Narain Lal, Shri Krishna Vishnukant Pandey etc. had been published. In the *Shavak*, a proper illustration used to be attached to each of the writings. It has acquired a place in the hearts of children but it is a matter of regret that its publication stopped after it being published for nearly two years.

In 1975, the publication of a magazine for children called the *Balesh* was started from New Delhi. It was a monthly magazine for the children and its editor was Shri Vishwadeep. Its price was one rupee twenty paise. This is a very interesting and entertaining magazine for children but its future is bleak.

That very year, the publication of a magazine for children named the *Bal-ruchi* was started from Lucknow. This was a monthly magazine for children. Its editor was Shri Rabindra Shrivastava and its price was one rupee. Poems and stories in keeping with child psychology used to be prominently published in it. Poems, in particular, used to be published with an attractive get-up. It had the support of both the established and budding writers. Due to paucity of funds, its publication was stopped.

In 1975 the publication of a monthly magazine for children, named the *Dev Chhaya* was started from Jullandhar. It was a popular magazine of children. Its editor was Shri Manmohan Sehgal and its price was one rupee. Approximately, 500 copies per issue used to be published. Specific details of this magazine are not available.

That very year, Naresh Chandra Saxena

started the publication of a magazine for children, named the *Bal-Darshan* from Kanpur. This is a monthly magazine for parents, guardians, teachers and workers for children. In the beginning, its price was twenty paise, which gradually increased to rupees three as annual and to rupees fifty-one as life subscription. In the *Bal-Darshan*, writings especially on the problems of children used to be published. It brought out quite a few specials worth a mention amongst which child-literature special, child-welfare special, special on the problems of neglected children, training special for the parents etc. deserve a mention. "Child-literature Special," despite its limited resources, is still a mile-stone. Among its prominent writers, Nirankardev Sewak, Shakuntla Sirothia, Chandrapal Singh Yadav "Mayank", Vishnukant Pandey, Prof. Shri Prakash, Rashtra Bandhu, Manvati Arya, Dr. Shri Prasad, Vishnu Prabhakar, Lokeswar Nath Saxena, Dr. Nishkam deserve a mention.

On the whole, it was an only magazine of its kind, publishing unusual materials, dealing with the problems of children. The best thing about it was that along with the problems of children, their solutions were also offered. For example: Why does your child weep, what should be the diet for a child, improve your children etc. According to one statistic, its almost 1,000 copies per issue were published.

In 1977, the publication of a monthly magazine for children, named *Shishurang* was started from Kanpur. Its editor was Shri Karunesh Verma. It was an interesting and entertaining and colourful magazine for children. Its cover used to be very attractive and pleasing to the eyes. Apart from poems and stories in it, "Khel Jagat", "Gyanvigyan," "Doctor ki Salah," Cartoon feature, "Muskura Ladle Muskura," "Shirshak Batao," "Kahani Lokho Pratiyo-

gita," "Rang Bharo Pratiyogita" etc. used to be its prominent columns.

In this magazine, the selection of writings used to be done, keeping in view the child's psychology. It had adequate support from the prominent contemporary writers. Among some prominent writers, the names of Dr. Satya Kumar, Hari Ram, Vishnoi, Sukhdev Prasad, Chandrapal Singh Yadav "Mayank," Balbir Tyagi, Hasan Zamal Prem Chandra Gupta "Vishal" etc. deserve a mention. In a short time, Shishurang had acquired a good place among children. Among its prominent specials, the titles of "Holi Special," "Vacation Special," "Independence Day Special," deserve a mention. After having been published for nearly three years, this magazine closed down for good.

In 1977, the publication of a monthly magazine for children, named *Kalrav* was started from New Delhi, and edited by Shri Ramesh Kumar Rana. Its price was one rupee twenty-five paise. Adequate material suitable to children used to be published regularly, but thereafter, has gone into oblivion.

In 1977 itself, the publication of a magazine for children, named *Aadarsha Bal Sakha* was started from Varanasi. It was a monthly magazine for children and its editor was Pt. Ram Parvesh Chaube. It was a colourful magazine for children and its price was one rupee twenty-five paise. Writings used to be published in this magazine with adequate illustrations. About 500 copies per issue used to be published. After being published for nearly four years, this magazine closed down.

That very year, the publication of a fortnightly magazine for children the *Raja* was started from Indore (Madhya Pradesh). It was edited by Shri Trilok Singh Khanuja and was priced at 30 paise. Healthy, wholesome material, keeping in view the child's psychology, used to be

published in this fortnightly magazine. Apart from poems and stories, anecdotes and puzzles used to be given a prominent place in it. After being published for some time, its publication was stopped.

In 1978, the publication of a fortnightly magazine for children, named the *Bal Pataka* was started from Mathura under the editorship of Jayavrat Chatterji. In the beginning, its price was 15 paise; but later on, it was increased to rupees three annually. After some time, its price was again increased to 35 paise per copy and its annual subscription became rupees four. After some time, in view of inflation, the price for a single copy became 70 paise and the annual subscription rupees five. Jayavrat Chatterji made a beginning for the publication of small magazines for children with the publication of the *Bal Pataka*. Chatterji's courageous efforts were universally applauded and the writers of children's literature adopted the *Bal Pataka* with vigour. For some time, Chatterji himself edited this magazine. Later on, Shyam Kumar Das took over the editorship of this small magazine. It acquired repute and popularity under Dasji's editorship. Dasji himself is an experienced writer of children's literature. Hence, it was natural that the magazine's image brightened up under his editorship.

Dasji, giving vent to his unusual practical wisdom, appointed *Bal Paraka's* representatives in various districts, whose co-operation added to its popularity. Not only this, it also helped its publicity a lot through these representatives. The writers of these lines also remained its representative at Lucknow for a long time. During this period, the *Bal Pataka* had good publicity at Lucknow.

Because of its small format, small writings alone used to be given preference in the *Bal Pataka*. Mainly, small poems and stories used to be published in it, but it

also published one small novel, in a serial form, which has been the outcome of the editor's unusual practical wisdom. Its prominent columns "Batchit," "Patra Mila," "Nanhi Kalam Se," "Samachar Darshan," "Hansgulle" etc. deserve a mention. Dasji had continued, for a long time, with a special column "Kavi Ek Rang Teen," in which every time the picture, the bio-data in brief and the three small poems of one prominent writer of child-literature (poet) used to be published. Among the poets published in this major column, Shri Nirankar Dev Sewak, Chandrapal Singh Yadav, "Mayank," Shyam Sunder Das, Surendra Vikram, Rahitashva Asthana, Ratan Kirmolia etc. deserve a mention.

Till 1981, the editorial office of the *Bal Pataka* was 182, Pustak Gali, Mathura but in 1982, it was shifted to 240, Sadar Bazar, Mathura. In the meantime, Shyam Kumar Das was selected for the post of District Information Officer, which influenced the *Bal Pataka* a great deal. After Dasji's left, Prabhakar Saxena accepted the responsibility of its editorship. For some time, Saxena ji skillfully edited it but ultimately, as it could not cope up with its financial liabilities, the publication of the *Bal Pataka* closed down. The mentionable specials of *Bal Pataka* poetry special, "Story Special," "Birds Beast, Special," "Vacation Special" etc. have their own historical significance.

In 1978, the publication of a magazine, named *Muskurate Phool* was started from Jaipur (Rajasthan). This was the first weekly magazine for children. Its editor was Shri Shyam Bihari. The price of this attractive and colourful magazine for children was 25 paise. This magazine used to be published with material, which was suitable useful for children, and with an attractive get up. Its almost 850 copies per issue used to be published. Its publication has been closed for some time now.

In 1979, the publication of a magazine for children named *Bal Kalpana* started from Jullunder City (Punjab). This was a monthly magazine for children edited by Kumari Seema. Its price was one rupee twenty-five paise. It was magazine which enjoyed popularity among children. Almost 2,300 copies per issue used to be published.

In October 1979, the publication of a popular children's magazine, the *Mela* was started from Calcutta. It was a fortnightly magazine for children and its editor was Shri Narendra Nath Chakravarti. In the beginning, its price was one rupee which had, later on, increased to one rupee and fifty paise. Its publication gave a new vision to children's literature, but it can only be called a misfortune for child journalism that this magazine met with an untimely end.

The *Mela's* cover used to be very attractive and pleasing to the eyes. Materials published in the magazine used to be published with adequate blocs and interesting illustrations. In this magazine, prominently interesting stories, racy, humourous lyrics, and scientific articles etc. used to be published. Its permanent columns were the following: "Patrachar," "Pustak Mela," "Jadoo-nagari," "Gaurav ke Patra," "Pratibhashali Chhatra," "Mela Varga Paheli," "Bhaloo" (Cartoon), "Hansgulle," "Kahani Aadhi Adhuri," "Shirshak ki Khoj," "Ise Bhi Banao" etc. In addition to this, coloured picture stories of Sadashiv, Tarzan, Bagaloo and Babaloo etc. also used to be published. Apart from this, time and again, in the writings like the Khel-Khilari (Sports/Sportmen) colour-feature, Bal-Upanyas (Child-novels), Hunting expeditions, stories of sacrifice etc. also used to be published.

In the *Mela* the writings of K.P. Saxena, Umakant Malviya, Nirankar Dev Sevak, Surya Bhanu Gupta, Gopichand Shrinagar,

Dharmendra Gaurd Yadavendra Sharma "Chandra," Sant Kumar Pandey Taradutt, Nirvirodh, Manhar Chauhan, Dr. Hari Krishna Devsare, Manohar Verma etc. used to be published regularly.

In the *Mela*, the standard of selection of writings, and paper was so attractive that when children saw it they were tempted to get it. The publication of *Mela* used to have mostly the adolescents in view; and the material published therein suited their needs. Once the joint editor of the *Mela* had written in a letter to the writer of these lines:

"I want to publish in the *Mela* the poems written on subjects untouched so far. There has been already a large number of poems on dogs, cats, elephants, horses, games and toys. I will be happy, if you could send some poems, somewhat distinct from all this."

As the *Mela* was connected with the Anand Bazar Publications, it was a healthy, interesting and useful magazine from every angle, be it attractive format, colour blocks, off-set printing. Its publication coming to a sudden close is sad.

Since 1979, there has been a regular publication of a magazine for children, named *Devputra* from Gwalior. It is a monthly magazine for children and is brought out by Saraswati Siksha Parishad, and is affiliated to Vidya Bharati currently, its editor is Mr. Vishwanath Mittal. Its price per copy is Rs. 2.50, and the annual subscription is Rs. 24. The *Devputra* is that kind of a magazine for children in which poems are published in larger number than stories. In addition, contemporary articles are published in it with illustrations. Among its varied columns, "Apni Baat", "Vigyan Vatika", "Deputra Samachar", "Apki Baat", "Dekho, Hans Mat Dena", etc. deserve to be mentioned.

On reading the *Devputra*, it appears that the selection of material in it is very commonplace. As this magazine is affilia-

ted with Vidya Bharati, it bears the influence of Rashtriya Sewak Sangha. Paper of common quality is used in the *Devputra* but its printing and format are so attractive that children get automatically drawn to it. The *Devputra* has been published for the last nine years. It is a great event in the history of child-journalism, as children's magazines usually do not get published for long.

In January, 1980, the publication of a small magazine for children, named the *Rocket* was started from Akola (Chittorgarh). Some enthusiastic and new writers had brought it out together, claiming it to be a small magazine popular among children. Its editor Rajkumar Jain 'Rajan' had published in it only a few selected writings. In the inaugural issue, there were many printing mistakes. In this magazine there is neither any sequence of writings, nor does it serve any useful purpose. Apart from poems and stories, "Aao Baat Karen", "Buddhi Pariksha", "Pahelian" etc. have remained its major columns. The writings of Gopal Krishna Tripathi, Rajan, Ramesh Ghandalia, Rajya Ratnam, Anil Goyal, Motilal Gaud 'Vikal' etc. have been published in it. Some issues of the *Rocket* were published in a slipshod manner. Unable to bear the financial burden, its publication stopped.

In May 1980, the publication of a magazine for children, named the *Balman* was started from New Delhi. This was a monthly magazine for children and its price was one rupee fifty paise. Vishwa Bandhu's review of its inaugural issue deserves being recalled here: "Published on behalf of the S.D. Technical Services Publication, its new monthly magazine *Balman* since its very inaugural issue, is so widely attractive and so full of big possibilities, that it will be like an oasis in the desert."

Its inaugural issue, carried the name of

its publisher Krishna Kumar Bhasin, was also the editor. But thereafter, its regular editor was Shri Surya Narayan Saxena. Saxenaji has been an experienced editor. Prior to this, he has been successfully editing for several years the magazine *Bal Bharati* published by the Publications Division. Going by his editorial experience, Saxenaji had published the *Balman* in keeping with the child's psychology. Spectacularly its poetry section was very powerful, about which Vishwa Bandhu had written: "Poems have not been chosen according to the calendar that is why there is sufficient variety in it."

In addition to this, the *Balman's* format used to be attractive colourful blocks in adequate number used to be along with the published material. Its major columns were as follows: "Ham Sujhayen Tum Banao," "Vigyan Varta," "Rang Bharo," "Ajab Aur Gazab," "Dimag Ladao," "Hansi-Khushi," "Varg Paheli" etc.

The *Balman* used to be regularly published in the first week of the month. It had the support of then eminent contemporary writers. Among its prominent writers, Dr. Hari Mohan, Dr. Bhagwati, Saran Mishra, Vishwa Bandhu, Ramesh Raj, Shyam Behas, Kamal Sangami, Madan Gopal Sharma, Vivek Ramesh, Dr. Kusum Kumar, Surindra Vikram etc. deserve a mention. At present, its publication is closed.

In July 1980, the publication of a magazine for children, named the *Bal Ratna* was started from Kanpur. This was a monthly magazine for children, edited by Narendra Kumar. It was the claim of its editor that it was a prestigious magazine for children and he had brought out some initial issues of this magazine quite in keeping with his claim. While reviewing the magazine, Vishwa Bandhu wrote: "Since July, 1980, student editor Shri Narendra Kumar, claiming that it is a

prestigious magazine for children has indeed done a commendable job in introducing the *Bal Ratna* on the stage of children's literature. Commendable in the sense as such, lively magazines break the monopoly of big establishment magazines and also their monopoly to a certain extent." The inaugural issue of this magazine, published from Kanpur, has highlighted its grip over the modern trends in children's literature. To a certain extent its get up also can be matched with that of the top-notch children's magazines.

It is true that its editor had started its publication with great devotion and pragmatism and had kept very interesting columns in it. In addition to interesting stories, lyrics and serialised novels, its prominent columns were "Kya Tum Jante Ho," "Aapke Chutkule," "Rang Bharo," "Gyan Paheli," "Kahani Likho," "Vigyan Samachar" etc.

This way, in this new magazine, started with several columns and competitions, some rewards to the writers had also been mentioned, highlighting which Vishwa Bandhu had written: "This request to give possible rewards to the various competitions and writers gives a wider dimension to the magazine. The greatest attribute of this magazine is its adequate patience to listen to its criticism and its demerits."

It is the result of this very patience that it had the absolute support of the then famous writers. Among its prominent writers, the names of Dr. Shri Prasad, Dr. Rashtra Bandhu, Kamal Saugani, Rohitashwa Asthana, Piyush Kumar, Bhagwati Prasad Dwivedi, Hari Krishna Tailang, Anand Pardhan, Amar Nath Thakur, Surendra Vikram deserve a mention. The standard of this magazine's paper and printings was also commendable. This magazine of remarkable quality closed down in 1981.

Translated from Hindi by Nilima Jha